

42. The method of claim 41 in which the inline logic or references to external logic govern a semantic and presentation structure and an interactive behavior used in completing the transaction.

43. The method of claim 41 in which the logic governs the presentation of information to the party.

44. A machine-based method comprising:  
analyzing a message to derive response information concerning a commercial transaction, the message comprising at least part of a message sent to a customer and a response of a customer to the message, and,

based on the derived information, automatically generating commercial transaction data in a format that is usable to automatically complete the commercial transaction,  
the message being entirely email-based.

45. A machine-based method comprising  
sending an entirely email-based electronic message to a target party, the email-based message relating to a potential commercial transaction between the target party and a source party, the email-based message including at least one element that establishes a context for the target party and enables the target party to interact with the element to effect the transaction.

46. The method of claim 45 in which the element enables the party to complete the transaction.

47. The method of claim 45 in which the element comprises an active graphical device.

48. The method of claim 47 in which the active graphical element comprises a button.

49. The method of claim 45 in which the context includes credit card information associated with the target party.--

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